

LEO BURNETT COMPANY, Inc.

2182—Req. No. 65940—Page—4 color—3½ x 8½ in.—N. Y. Racing Assn. Program, 1969
"Leading The Herd"

Printed in U.S.A.

**Come to where the flavor is.
Marlboro Country.**

A black and white photograph of a cowboy on a white horse, herding a group of cattle in a field. The cowboy is wearing a wide-brimmed hat and a light-colored shirt. In the foreground, two packs of Marlboro cigarettes are visible: a pack of Marlboro Red on the left and a pack of Marlboro Longhorn 100's on the right. The packs are positioned as if they are part of the scene, with the cowboy's horse standing over them.

Marlboro Red or Longhorn 100's - you get a lot to like.



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